

Message

**From:** Zimpfer, Amy [Zimpfer.Amy@epa.gov]  
**Sent:** 4/8/2020 11:12:36 PM  
**To:** mattdessert@co.imperial.ca.us  
**CC:** belenleon@co.imperial.ca.us; reyesromero@co.imperial.ca.us; michael.benjamin@arb.ca.gov; elizabeth.melgoza@arb.ca.gov; Lawrence, Laura [Lawrence.Laura@epa.gov]; Perez, Idalia [Perez.Idalia@epa.gov]; Harper, Kathryn [Harper.Kathryn@epa.gov]  
**Subject:** Clean Air Act 105 funds for border work—ICAPCD projects selected

Dear Matt,

I hope this e-mail finds you and others at the district as well in this extraordinary time.

We recently made our final funding decisions for Clean Air Act 105 US/Mexico border grants for FY20. We appreciate all of the very thoughtful proposals that Imperial County APCD submitted, and we're happy to let you know that we will be able to fund the projects listed below. Unfortunately, due to limited funding, we're not able to support all of the projects ICAPCD proposed. Please go ahead and prepare your grant documents. Kate Harper, your grants project officer, is copied on this email and can also be reached at 415-947-4150.

Additionally, I wanted to let you know that we are providing 105 funds to CARB for several projects in the Imperial-Mexicali area. We will copy you on the email notifying CARB of this award, and CARB staff are copied on this e-mail.

Please let me know if you have any questions, or feel free to have your staff reach out to Laura Lawrence, the Region 9 Border air quality program coordinator assigned to your area. She is copied on this e-mail and can also be reached at 415-972-3407.

Thank you for your collaboration and all your efforts to reduce emissions at our Border communities. It's a pleasure to work with such dedicated partners.

Best Regards,  
Amy

Agency	Project	Target Output	FY20 Funding
ICAPCD	Imperial County/Mexicali Task Force and Staff Support	<ul style="list-style-type: none"><li>• Staff support for District planning efforts</li><li>• Staff support for AQ Task Force.</li></ul>	\$150,000
ICAPCD	Year around (Annual) Media campaign in Mexicali <ul style="list-style-type: none"><li>- Ambientize Campaign (50,000)</li><li>- Open Burn</li><li>- Ag Burn</li><li>- Outreach/Education</li><li>- Binational Summit</li><li>- Facebook and Instagram</li><li>- Design of an AQTF logo</li></ul>	<ul style="list-style-type: none"><li>• Educate the community on the air quality in the region and the consequences of open burning of tires, wood, garbage, agriculture fireworks, etc.</li><li>• Raise the public's awareness of the consequences of open burning on air quality.</li></ul>	\$200,000
ICAPCD	Air Quality Index (AQI) media advertisement – Entravision (Spanish)	<ul style="list-style-type: none"><li>• Reports with weather twice/day. Expands efforts to disseminate AQI information on both sides of the border</li></ul>	\$20,000

ICAPCD	Marquee AQI info at Imperial Mall	• Post AQI and alerts on mall marquee in El Centro	\$22,000
ICAPCD	New Marquee at Calexico facing Hwy 111 South – AQI and Curtailment Days	• Post AQI and alerts on mall marquee in Calexico, about 2 miles north of Border crossing	\$18,000
ICAPCD	AQI Media Advertisement – KYMA (English)	• Reports with weather twice/day on two English language channels	\$35,000